



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

Press Release

Winners of The 10th International Food and Beverage Creative Awards, The FAB Awards, for 2008 announced:

- Turner Duckworth London & San Francisco wins “AGENCY OF THE YEAR”
- Fallon London wins FABulous Award in Television Advertising for Gorilla
- Arla Foods London wins Press & Poster FABulous for Lactofree
- .Start Munich wins FABulous for Burger King
- Less Rain Tokyo wins Digital & Interactive FABulous for Red Bull

Leading the pack was Turner Duckworth, London & San Francisco who took the FABulous Award for “Agency of the Year” in the entire Awards Programme and won 2 FAB Awards – “Coca Cola Identity” in Brand Identity, “Honey Good” for Waitrose in Packaging Design and had a nomination for Coca Cola Classic also in Packaging Design.

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Commenting on being the first Non-Advertising Agency to have won The “Agency of the Year” Award, Bruce Duckworth, Creative Director of Turner Duckworth – “ We are absolutely delighted at being the Agency of the Year. This win further demonstrates the rapidly changing nature of the communications business where a Design Consultancy has forged ahead of the traditional Advertising Networks with this win”

Turner Duckworth also took the FABulous Award across Packaging Design, Brand Identity and Retail Environment with their Coca Cola Identity work. The FABulous for Press and Poster went to Arla Foods, London, for an entry titled Spilt Milk – Snout for Lactofree; the FABulous for TV/Cinema Advertising went to Fallon, London for ‘Gorilla’ done for Cadbury’s Dairy Milk, the FABulous for Collateral & POS/Direct/ Guerilla Marketing/Integrated went to .START Munich for ‘Real Big Burgers Bag’ for Burger King and The Digital/Interactive FABulous was won by Less Rain, Tokyo for “Flight Lab” for Red Bull.

There were Two New Awards also presented: The FABulous Client of the year and The FAB “Futures” Award.

The FABulous “Client of the Year” was won by Arun Prabhu of Arla Foods.

Commenting on this Award: Neeraj Nayar, Awards President of The FAB Awards said “The Client the Year Award is nominated confidentially and completely by the Agencies and this is the very first time that it is actually being awarded. The award was actually initiated in 2004. Doing great work for Food (especially) and Drink Clients is more difficult than in many other Categories, be it Advertising, Packaging, Digital or Through the Line –

Briefs are often “Tighter” budgets are often lower and legislation and codes of practice on what can and can’t be said or shown are often restrictive.

But, at the end of the day, great work comes out and The FAB Awards were specifically established to recognize the talents of the Agency people involved.

But, really, it shouldn't end there....

Somewhere, there is a client involved too, and their contribution can make or break Creative work! We received several nominations for the same individual and a lot of the work that he was involved with has actually been nominated at The FAB Awards" said Nayar.

In keeping with its growing stature as a truly International Awards programme for creative excellence in Food and Drink, The FAB Awards' 41 trophies for 2008 went to Agencies in 4 Continents.

The second new Award launched this year was The FAB "Futures" Award sponsored by Stockfood.

StockFood is the world's leading food specialist among photo agencies.

At www.stockfood.com creative professionals from media, marketing and advertising sectors will find the largest international food image database on the internet.

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The FAB FUTURES Programme was open to any student and those under the age of 30 from the Creative Business, anywhere in the world, it was free to enter and StockFood kindly made available 10 Royalty Free images for download.

The First FAB Futures Award was won by Teco Cipriano from Portugal for a Poster titled Hot Sauce. Teco was flown from Portugal to the Awards Ceremony in London courtesy of StockFood and The FAB Awards. His Award

was presented to him by Mr. Pete Eising, Founder and CEO of StockFood.

The FAB Award winners were:

Advertising & Integrated:

Leo Burnett Chicago – McDonald’s & Altoids, BBDO Duesseldorf – Wrigley’s; Arla Foods London – Lactofree; McCann Erickson London – HJ Heinz; Shalmor Avnon Amichay Y&R Israel – Heinz; Fallon London – Cadbury Dairy Milk; Y&R Mexico – Danone Danup; DDB Melbourne – Heinz Baked Beans; Saatchi & Saatchi Sweden – Falcon Beer; Publicis Dialog London – Teacher’s Whisky; Tag Tokyo & McCann Erickson Japan – Coca Cola.

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Digital & Interactive:

AKQA New York – Coca Cola; Great Works Stockholm – Absolut; Argonauten G2 Berlin – Coca Cola; AMV BBDO London – Guinness; BBDO New York – Mt. DEW AMP; Scholz & Volkmer – Coca Cola; Less Rain Tokyo – Red Bull; Tullo Marshall Warren London – Guinness Email.

Packaging Design & Brand Identity:

Pearlfisher London – Innocent Drinks; Sandstrom Design Portland – St. Germain Liqueur; Family Business Sweden – Absolut Spirits; Cowan London – Heinz; Turner Duckworth London & San Francisco – Waitrose & Coca Cola; Ziggurat Brands London – Munchy Seeds.

Direct, Collateral & POS, Guerilla Marketing:

Publicis Dialog London – Laphroaig; .Start Munich – Burger King; Chemistry Communications London – Premier Foods; Energy BBDO Chicago – Wrigley’s; BBDO Duesseldorf – Wrigley’s.

The Winners were announced at the Awards Dinner at The Hurlingham Club in London, one of the City’s most elegant private clubs. The “Agency of The Year” Award was collected by Bruce Duckworth & David Turner, Executive Creative Directors, Turner Duckworth London and San Francisco and presented to them by Donald Gunn. The Awards Dinner was attended by several Agencies from around the globe who were accompanied by clients ranging from Diageo, McDonald’s, Arla Foods, Coca Cola, Sainsbury’s, Carlsberg and others.

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Notes to Editors:

1. The FAB Awards are the only International Creative Awards programme in the world focussed solely on creative work done for Food and Drink brands, and this year attracted over 3,600 pieces of work from over 65 countries, covering Integrated, TV, Posters & Outdoor, Press, Radio, Direct, Sales Promotion, Collateral & Point of Sale, Guerilla Marketing, E-Mail Campaigns, Online Advertising, Viral Campaigns, Advertainment, Advergaming, Websites,

Packaging, Logo Design, Brand Identity, Retail Environment.. The work was judged by Creative Directors from around the world.

2. A full listing of all the Winners and Finalists for the FAB Awards 2008 is attached.
3. All the Winning work can be seen on Adforum - <http://www.adforum.com> .
4. The FAB Awards for 2008 was supported by Contagious Magazine, AdForum, Beam TV, AdBikes Media and StockFood.
5. Further information and high resolution images are available from The FAB Awards office in London: telephone +44 20 7751 0354 or by e-mail on info@fabawards.com or at <http://www.fabawards.com>

24th May, 2008

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